C A M P U S M E D I A I N C.

STATION QUESTIONNAIRE, 1969-70

(AM carrier-current stations)

I. GENERAL INFORMATION

1. College/University Name: _____

2. Station call letters: _____

3. Station mailing address: _____

   (Include Zip code) _____ _____

4. Phone Numbers: Area code ( ) _____

   _____

5. Management: _____ _____
   General Manager Home phone

   _____ _____
   Station Manager Home phone

   _____ _____
   Sales Manager Home phone

   _____ _____
   Program Director Home phone

   _____ _____
   Business Manager Home phone

   _____ _____
   Public Relations Director Home phone

6. General Manager's term of office (e.g., April to March)

   From _____ to _____

7. Number of staff members -- _____

8. Who owns station?

   University ☐
   Residence Hall ☐
   Student Organization ☐
   Other (Specify): _____

II. FACILITIES

1. AM Frequency _____ kHz
2. FM Frequency _____ mHZ ERP _____ kw _____ ft/Ant. Ht. a.a.t.
   (Check if yes) Commercial ☐
   Educational ☐
   Stereo ☐
3. Transmitters:

Number	Manufacturer & Model	Rated Power in watts

4. Number of Studios: _____
   ☐ Air ☐ Production ☐ Other: Specify: _____
5. Studio Equipment:

Consoles	Manufacturer & Model	Year Built
Air		
Prod.		
Other		

Tape Cartridge machines

No. _____ _____

No. _____ _____

No. _____ _____

Reel-to-reel machines

_____ _____

_____ _____

Microphones

_____ _____

_____ _____

_____ _____

5. Studio Equipment (Continued)

Turntables/Arms/Cartridges

(e.g., No. 3 Gates TT-500/Rek-O-Kut R-16/Shure M-44-7)
(Manufacturer & Model of each)

No._____ _____

No._____ _____

No._____ _____

Limiter _____ _____
(year built)

Compressor _____ _____
(year built)

Other equipment of importance:

6. Describe automation system, if any:

III. SALES AND BUSINESS

1. Number of local accounts. _____
2. Projected local sales this year $_____
3. National accounts you have, other than those placed through Campus Media.

Client	Agency Representative	Contact

(This question is designed to help Campus Media find new clients for our stations.)

4. List any restrictions on advertising that you may have.

_____

5. Number of commercial minutes per hour on your station, prime times and non-prime.

	Prime	Non-Prime
Average	_____	_____
Maximum	_____	_____

6. Do you have special sales packages (Run-of schedule, Total Audience Plans, News and/or Sports packages)?

Yes☐ No☐

If you do, please include at least one copy of each, along with rate card.

IV. PROGRAMMING

1. How many hours of live programming per day? _____hours
2. How many hours of automated programming per day? _____hours
3. If you have an FM affiliate, how many hours per day of simulcast? _____ hours
4. How many hours per day of rebroadcasting another station?____hrs.

   What station? _____ City of license _____

5. Give synopsis of your daily programming schedule, including hours of each type of music played per day, as well as specialty programming within your broadcast week.

6. Weeks of operation: From _____ To _____

   With interruptions

	From	To
Christmas	_____	_____
Spring Vacation	_____	_____
Other	_____	_____
Other	_____	_____

7. Do you use jingles?

   Yes☐ No☐

   Have you ever purchased a jingle package? Yes ☐ No ☐
   If yes, from whom?

   _____ (Series/Title)_____

8. Record Services

Place a checkmark in each space applicable to the service you receive.

Albums	Singles	Label	Direct	Through Distributor
☐	☐	A & M	☐	☐
☐	☐	ABC/Dunhill/Impulse	☐	☐
☐	☐	Amy/Bell/Mala	☐	☐
☐	☐	Apple/Zapple	☐	☐
☐	☐	Atco	☐	☐
☐	☐	Atlantic	☐	☐
☐	☐	Capitol/Tower	☐	☐
☐	☐	Columbia/Ode/Date/Barnaby	☐	☐
☐	☐	Decca/Coral	☐	☐
☐	☐	Epic	☐	☐
☐	☐	Kama Sutra/Buddah/Pavillion	☐	☐
☐	☐	Kapp/UNI	☐	☐
☐	☐	Liberty/UA/Imperial/Soul City	☐	☐
☐	☐	London/Parrot	☐	☐
☐	☐	Mercury/Philips/Smash	☐	☐
☐	☐	MGM/Verve/Verve Forecast	☐	☐
☐	☐	Metromedia	☐	☐
☐	☐	Motown/Gordy/Tamla/Soul	☐	☐
☐	☐	Paramount/Dot/Stax/Volt	☐	☐
☐	☐	RCA/Calendar	☐	☐
☐	☐	Reprise/W7	☐	☐
☐	☐	Tetragrammaton	☐	☐
☐	☐	Elektra	☐	☐

_____

_____

_____

_____

9. Check box if you subscribe to:

☐ Record Source International ☐ Albums ☐ Singles

☐ Capitol Record Service

☐ Columbia Record Service

☐ RCA Record Service

☐ Other (Specify): _____

V. NEWS AND SPORTS

1. Duration and scheduling of newscasts

   (e.g.: 5-min local at :55, 8am - 9pm, Mon-Sat
   5-min net at :00, 8am - 9pm, Mon-Sun)

2. Do you subscribe to a radio news wire service?

   ☐ yes ☐ no

   If yes,

   ☐ Associated Press

   ☐ United Press International

3. Are you affiliated with a network or audio news service?

   ☐ yes ☐ no.

   If yes,

   ☐ Contemporary ☐ Mutual

   ☐ Entertainment ☐ NBC

   ☐ FM ☐ AP News Features

   ☐ Information ☐ UPI Audio

   ☐ CBS ☐ Metromedia News

   _____

   Obtained: ☐ off-the-air

   ☐ from audio lines

4. Duration and scheduling of sportscasts (complete as in #1 above)

5. Sports Coverage

   Do you carry play-by-play broadcasts of your college's varsity sports? If so, complete the following:

	Number of Home Games	Number Away Games
Football	_____	_____
Basketball	_____	_____
Baseball	_____	_____
_____	_____	_____
_____	_____	_____

5. Sports Coverage (Continued)

Are these broadcasts originated by your station, or re-broadcast from another station?

☐ Originated by campus station

☐ Re-broadcast from another station

6. Any other comments pertinent to your news and/or sports operation (Public affairs programming, documentaries, editorials, etc.):

VI. PROMOTION/PUBLICITY

1. Have you ever run local contests?

☐ Yes ☐ No

Overall, were they successful?

☐ Yes ☐ No

2. Would you use the following for prizes, or in conjunction with promotions?

Yes	No		How many?
☐	☐	Posters	_____
☐	☐	Buttons	_____

3. Do you have access to bulletin boards in prominent places, which are available for advertising?

☐ Yes ☐ No

If yes,

☐ Flyer size

☐ Poster size

4. Describe the various aspects of your promotion department (on-the-air promotions, press releases, etc), and some of your more successful promotions:

VII. CAMPUS AND MARKET DATA

(This section is very important, and will take some research on your part. However, CMI must have accurate figures from each station, in order to compute accurate national figures. Therefore, do not guess on the answers to these questions, except where estimates are called for on the questionnaire. Verify your figures through your registrar's office, housing office, etc. Please type, if at all possible.

Thank you--
CMI Research)

1. ____ Number of dorms to which you broadcast.

_____ Total male population of those dorms

_____ Total female population of those dorms

2. ____ Number of dorms to which you do not broadcast.

_____ Total male population of those dorms not served.

_____ Total female population of thos dorms not served.

Do you plan to expand your service to any of these dorms this year?

☐ Yes ☐ No.

____ Number of dorms you plan to add.

_____ Total male population of those dorms you plan to add

_____ Total female population of those dorms you plan to add

3. ____ Number of off-campus fraternities to which you broadcast.

_____ Total male population of those fraternities.

____ Number of off-campus sororities to which you broadcast

_____ Total female population of those sororities

____ Number of off-campus fraternities & sororities to which you do not broadcast.

_____ Total male population of those fraternities not served

_____ Total female population of those sororities not served.

____ Number of fraternities &/or sororities you plan to add this year, if any.

_____ Total male population of those you plan to add

_____ Total female population of those you plan to add

4. ____ Number of other off-campus housing facilities to which you broadcast (apartment houses, faculty houses, etc.)

_____ Total male population of those facilities to which you bdcst

_____ Total female population of those facilities to which you bd

Housing Patterns.

Since housing patterns are of such importance to defining the listening audience of carrier current radio, it is helpful to know as much as possible about the housing patterns (who lives where) at your college or university. If any housing surveys have been made, please send a copy to Campus Media.

Non-Resident Listeners (Closed Circuit Audience):

More than half of all commercial carrier current stations have closed circuit broadcasts in areas outside the dorm residence rooms to expand their audiences. No systematic measurement has been made of the size of these audiences at most colleges. The following questions are to determine the estimated size of this audience and how much of the audience is already accessible through residence tie-ins.

5. _____ Number of on-campus lounges to which you broadcast

_____ Average number of hours per day you broadcast to on-campus lounges (Include also lobbies and such)

_____ Estimated number of students spending more than 30 minutes during your broadcast day in the lounges to which you broadcast. (This is the estimated average daily listening audience in lounges.)

_____ Estimated percentage of the listening audience in lounges which can receive broadcasts from your station in their residence (room). This measures to what extent the closed-circuit broadcast duplicates the regular carrier current broadcasts.

6. _____ Number of on-campus cafeterias and/or snack bars to which you broadcast (Do not include any areas you have listed under lounges)

_____ Average number of hours per day you broadcast to on-campus cafeterias and/or snack bars

_____ Estimated number of students spending more than 30 minutes during your broadcast day in the cafeterias and/or snack bars to which you broadcast. (This is the estimated average daily listening audience in on-campus cafeterias and/or snack bars.)

_____ Estimated percentage of the listening audience in on-campus cafeterias and/or snack bars which can receive broadcasts in their residence (room). This measures to what extent the closed-circuit broadcast duplicates the regular carrier current broadcasts.

7. _____ Number of off-campus restaurants, coffee houses, taverns, etc. to which your station broadcasts

_____ Average number of hours per day you broadcast to off-campus establishments.

_____ Estimated number of students spending more than 30 minutes during your broadcast day in the off-campus establishments to which you broadcast. (This is the estimated average daily listening audience in off-campus establishments) If you broadcast only once or twice a week, estimate the number of students who spend more than one hour during your broadcast week in the off-campus establishments to which you broadcast.

8. Please list below all other areas to which you broadcast closed circuit, giving the number of hours broadcast per day, the number of students (estimated) spending more than 30 minutes (during your broadcast day) in the specified areas. (Student offices, bookstore, etc.)

Location	Hrs/day	Estimated number of students

9. Please list all non-residential areas to which the carrier current station can be picked up on radios, excluding the areas listed under closed-circuit broadcasts. State any reason why your potential listening audience may be increased by accessibility in these areas and how large an increase (not duplication) such broadcasts make to your listening audience.

10. List other colleges to which you have carrier current ties and their respective dorm populations (in areas of broadcast only).

College	Dorm Population	Male	Female
		☐	☐
		☐	☐
		☐	☐

11. Listenership.

Please include all recent listener surveys conducted on your audience. Indicate whether or not the estimated percentages of the audience are for your resident audience or for the total enrollment at your college or university. Include, if it is available, pertinent information on prime listening time.

12. The Student Market.

The characteristics of your listening audience are of vital concern to your potential advertiser. This is why it is necessary to breakdown the audience by residence and by sex.

Other characteristics of the audience interest special clients and any information in these special areas is, of course, helpful in selling advertising time to the potential client. Below is a list of information we often need. If you can supply information about any of these we may obtain enough national averages to provide a statistical base for seeking advertising in these areas. Attach an additional sheet, if necessary, in supplying what available information you have. If the information is not released until later, please send it at that time.

A. Automobile ownership and preferences

B. Purchase of tires and gasoline

C. Travel by air, number of trips, number travelling

D. Clothing purchases

E. Toiletries and Cosmetics, uage rates, brand preferences

F. Soft Drink preferences, usage

G. Beer and ale preferences, usage

H. Purchase of recording equipment, brand preferences

I. Purchase of records, number and frequency of purchases

J. Purchase of insurance, bonds, stocks or nature of any investments; access to credit, credit cards

K. Purchase of books outside required purchases

L. Movie goers, preferences

Some university departments have made surveys in these areas and also in the area of student discretionary spending. If you have access to information on the size (monetary) of your listening audience or of the total enrollment at your college and university, please send.

Other (believe it or not, there is more) helpful information is a statement or philosophy of your radio station, a list of campus recruiters, and any other marketing data you might have.

Thank you for your patience with the marketing information. The lack of adequate and accurate information on the college market in the past has left room for a number of unsubstantiated claims. It also has kept away the more desirable advertiser.

VII. AIR CHECKS

Please send us new spec tapes, if you have not sent any during the 1969-70 school year. Send both air checks and production tapes.

IX. PROMOTION

Please send examples of special promotion and publicity such as flyers, promo spots, etc.

X. THE OTHER MEDIA

1. Name of on-campus newspaper: _____

   Editor: _____

2. Name of local underground newspaper: _____

   address: _____

   _____
   (City) (State) (Zip)

3. Name of on-campus magazine: _____

   Editor: _____

   Advertising Mgr: _____

Take an alka-seltzer, relax. You won't see another one of these for a year. I wish you a successful year in broadcasting.

Robert England,
Research Director